

CLEAN VERSION - REPLACEMENT PAGES

9

The display sign of Claim 8 further characterized in that said display sign is self-contained to be able to generate a plurality of different displays stored in a storage of said processor means and said displays are static and which may be sequentially displayable.

10

The display sign of Claim 8 further characterized in that said relatively thin flat panel plasma operated display panel is protected by a transparent cover plate.

11

The display sign of Claim 8 further characterized in that said housing is provided with internal ventilating means to control heat generation by providing for heat dissipation and to reduce condensation which might form therein.

12

The display sign of Claim 11 further characterized in that means is provided on the rear of said housing to mount the housing

CLEAN VERSION - REPLACEMENT PAGES

to a fixed support without placing undue stress on the display panel.

13

The display sign of Claim 8 further characterized in that a self-contained power supply is located in the interior compartment of said housing for operating said processor means.

14

The display sign of Claim 13 further characterized in that said processor means contains a memory with size sufficiently large to contain all of the information necessary to sequentially display a plurality of stored displays.

15

The display sign of Claim 8 further characterized in that a protective transparent cover plate extends over said display panel and spacer means holds said cover plate in spaced apart relationship from said display panel and provides an air gap therebetween.

CLEAN VERSION - REPLACEMENT PAGES

16

The display sign of Claim 8 further characterized in that said housing is maintained on a back support plate, said support plate having an outward projection which extends into said housing, said projection being located to receive a backing pin extending through a side wall of said housing and into said projection to secure said housing to said support plate and prevent unauthorized access to said housing.

A display system for generating a display on a display sign and enhancing the image of the product or service which may be displayed thereon, said display system comprising:

- a) an outer housing;
- b) a display panel on said housing and being observable to a viewer; and
- c) a dedicated computer means in said housing and dedicated only to the operation of said display sign, said computer means operating on the basis of a series of sequential programmed instructions at a predetermined time or on a real time basis, said computer means controlling the display presented on said display panel, said computer means capable of altering the direction and manner in which a display is generated on the screen and capable of providing enhancement of any display on the display panel and thereby enhance the image of any product or service displayed on said display panel, said computer means also being capable of providing animation to a displayed

CLEAN VERSION - REPLACEMENT PAGES

product or service to increase consumer appeal
to the displayed product or service.

18

The display system of Claim 17 further characterized in that said housing is mounted on a stand which has shelf space for holding a product of the type being displayed on said display panel or printed information on a product or service of the type being displayed thereon.

CLEAN VERSION - REPLACEMENT PAGES

19

A process for generating a display on a display sign from a remote source, said process comprising:

- a) providing a flat panel display member having a high resolution display screen at a location having viewing accessibility;
- b) generating a display at a remote source and converting the display as generated to equivalent electronic signals representative of a plurality of individual displays;
- c) transmitting said electronic signals to a dedicated processor at said display member and operating said display member;
- d) causing generation of a plurality of individual successively presented displays on said display member based on the transmitted electronic signals; and
- e) positioning the display sign at a generally fixed location for displaying of advertising or other information to a group of people simultaneously without need for electronic networking.

CLEAN VERSION - REPLACEMENT PAGES

20

The process for generating a display of Claim 19 further characterized in that said process comprises generating the display from a plurality of sources including scanning of pre-generated material to obtain an image therefrom and generating the electronic signals therefrom.

21

The process for generating a display of Claim 19 further characterized in that said process comprises presenting wide angle viewing with said display member, such that a group of people can readily and easily view the display member from a wide array of viewing angles.

22

The display system of Claim 17 further characterized in that said display system comprises means for enabling live interaction between a potential purchaser and an offeror for such product or service.

CLEAN VERSION - REPLACEMENT PAGES

23

The display system of Claim 22 further characterized in that said live interaction is telephonic communication.

A display sign for generating a display in the form of successively displayed individual images at a generally fixed location, said display system comprising:

- a) an electronically operable flat panel display member with wide angle viewing for displaying of advertising and other information to a large group of people simultaneously at a public facility;
- b) self-contained and dedicated computer operated processing means in said display sign for generating a plurality of individual displays from electronic signals representative of the plurality of displays and which are delivered from a remote source; and
- c) memory means in said display sign forming part of said processing means and storing information delivered from a remote source in digital signal format as digital signals and allowing the digital signals to be reconverted to visible images which are statically displayed at the display sign enabling

CLEAN VERSION - REPLACEMENT PAGES

advertising and other information to be presented for promotion of products or services on a large screen format, and where a large number of different displays are storable in said memory means and displayed at time selected periods independently of external electronic signals from a remote source.

25

The display sign of Claim 24 further characterized in that receiving means is provided at said display sign for receiving transmitted electronic signals representative of the plurality of displays from the remote source to the display sign.

26

The display sign of Claim 24 further characterized in that said display sign is readily transportable and completely self-contained and positionable at a generally fixed location for operation at that fixed location

CLEAN VERSION - REPLACEMENT PAGES

27

The display sign of Claim 24 further characterized in that said display sign is locatable at a substantial distance from a display generating means at said remote source so that said display sign is operable as a self-contained unit independently of any networking for generation of displays.

28

The display sign of Claim 24 further characterized in that said system comprises means in said display sign for sequencing a plurality of sequential displays which are generated at a remote source and transmitted to said display sign and which are re-generated from the stored electronic signals and displayed at the display sign.

29

The display sign of Claim 24 further characterized in that said system comprises means in the display sign and associated with the processing means for holding a plurality of displays in the form of digital signals for ultimate presentation on said display member and presentation of said displays at any of a plurality of time selected periods.

CLEAN VERSION - REPLACEMENT PAGES

30

The display sign of Claim 24 further characterized in that said display member comprises a flat panel high resolution plasma operated screen.

A method for generating a plurality of individual static displays at a remote source and electronically transmitting the displays to a readily transportable display sign located at a substantial distance from the remote source for presentation, said method comprising:

- a) electronically generating a plurality of displays at a remote source with each in the form of a visual image;
- b) converting the visual image to corresponding electronic signals at the remote site;
- c) storing the electronic signals in a temporary storage at the remote site for ultimate transmission to the display sign;
- d) transmitting the electronic signals to a self-contained and dedicated computer processing means at the display sign and located in the display sign;
- e) storing the fixed images of the displays in the form of digital signals in a memory means forming part of said computer processing means and which also forms part of the display sign;

CLEAN VERSION - REPLACEMENT PAGES

- f) positioning the display sign at a fixed location for operation at that fixed location for a display of advertising and other information to a group of people simultaneously at a public facility; and
- g) re-generating the display from the digital signals and displaying same on the display sign enabling the advertising and other information to be presented for promotion of products and services on a large screen format.

32

The method for generating the display of Claim 31 further characterized in that said method comprises automatically controlling at the display sign the time of each display and the particular display which is regenerated at the display sign.

33

The method for generating the display of Claim 32 further characterized in that said display sign is operable without need

CLEAN VERSION - REPLACEMENT PAGES

for electronic signal networking, such that the display sign operates as a self-contained and stand alone unit.

34

The method for generating the display of Claim 31 further characterized in that the images are fixed and non-continuous.

35

The method for generating the display of Claim 33 further characterized in that the method comprises sequentially transmitting said plurality of displays from said remote source to said display sign and storing the digital signals at said memory means in said display sign, and providing display generating signals at said processing means for sequentially displaying said individual displays.